|  | **Part** | **Description and Use** |
| --- | --- | --- |
|  | Nameplate | Banner on the front of the newsletter. Contains the publication name, logo, subtitle, motto, volume, issue and date. |
|  | Body | The bulk of the text, including headlines and decoration. |
|  | Table of Contents | Usually appears on the front page. Lists the articles and the page numbers on which they appear. |
|  | Masthead | The section that lists the publisher, staff names, contributors, subscription information, addresses, etc. |
|  | Heads and Titles |  |
|  | Headline | Identifies each article. |
|  | Kicker | A short phrase above the article headline. It serves as an introduction or section heading. |
|  | Deck | One or more lines of text between the headline and body. |
|  | Subhead | Appears within the body text. Divides the article into smaller sections. |
|  | Running head | Also called a running header. Repeating text at the top of every (or every other) page. |
|  | Continuation head | Appear at the top of a continued article. Identifies the page from which the article was continued. Example: Continued from p. 1. |
|  | Jumpline | Appear at the bottom of an article in order to identify the page on which the article is continued. Example: Continued on p. 4. |
|  | Page Numbers | Page numbers can appear at the top, bottom or side of the newsletter. |
|  | Byline | Short phrase telling the author’s name. It can appear at the beginning or end of an article. |
|  | End Sign | Any symbol used at the end of an article to signal to the reader that they have reached the end of the article. |
|  | Pull Quote | A small quote taken from an article and enlarged to catch the reader’s attention. |
|  | Photos and Illustration |  |
|  | Mug Shot | Photographs of a person’s head and shoulders with that person looking straight into the camera. |
|  | Caption | A phrase, sentence or paragraph describing the contents of an illustration or photograph. |
|  | Mailing Panel | Contains the return address and mailing address for newsletters that are self-mailers (newsletters that are folded and mailed without being inserted into an envelope). |